

identify the station responsible for the broadcast, if so required. The supplemental information relating to the caller would typically include at least a portion of the telephone number of the caller, or may additionally relate to the date or the time of the telephone call. Depending upon the circumstances, the date/time of the call may form part of the message. The reply to the caller may occur during the telephone call, wherein the system might place an additional telephone call to identify the appropriate reply.

IN THE CLAIMS:

Please add new claims 50-95 as follows:

50. A method of providing a reply to a telephone caller, comprising the steps of:

- providing a printed message including one or more numeric or alphanumeric characters or symbols identifying the message;
- placing a telephone call including the characters or symbols;
- deriving supplemental information relating to the telephone caller or the telephone call;
- using the characters or symbols in conjunction with the supplemental information to formulate an appropriate reply; and
- providing the reply to the caller.

51. The method of claim 50, wherein the telephone includes a keypad and the characters or symbols are entered using the keypad.

52. The method of claim 50, wherein the characters or symbols are spoken by the user of the

telephone.

53. The method of claim 50, wherein the printed message is provided on a billboard.
54. The method of claim 50, wherein the supplemental information includes the geographic location of the caller.
55. The method of claim 54, wherein the geographic location is automatically acquired in response to a code entered by the caller.
56. The method of claim 54, wherein the message is printed on a billboard, and the billboard is sufficiently distant from other billboards to ensure unique identification.
57. The method of claim 54, wherein the message is an advertisement.
58. The method of claim 50, wherein the telephone is wirelessly connected to a telephone network.
59. The method of claim 50, wherein the supplemental information includes the identity of the caller.
60. The method of claim 50, wherein the supplemental information includes at least a

portion of the telephone number of the caller.

61. The method of claim 50, wherein the supplemental information includes the date or time of the communication.

62. The method of claim 61, wherein the current time forms part of the communication.

63. The method of claim 50, wherein the step of providing the reply to the caller occurs during the telephone call.

64. The method of claim 50, wherein the caller is patched into the additional telephone call.

65. The method of claim 50, wherein the communication is received in response to an automated prompt supplied to the caller.

66. A system for providing a reply to a telephone caller in response to a telephone call received over a telephone network, comprising:

a printed message including one or more numeric or alphanumeric characters or symbols identifying the message;

a database storing information relating to a plurality of replies correlated to the message; and

a programmed computer including interfaces to the database and the telephone network, the programmed computer being operative to perform the following functions:

- a) receive communication from the telephone caller, the communication including characters or symbols,
- b) formulate an appropriate reply from the information stored in the database based upon the message identified in the communication,
- c) derive supplemental information relating to at least one of the telephone caller and the telephone call, and
- d) provide the reply to the caller using the supplemental information.

67. The system of claim 66, wherein the printed message is on a billboard.

68. The system of claim 66, wherein the telephone includes a keypad and the characters or symbols are entered using the keypad.

69. The system of claim 66, further including a voice recognition capability enabling a user of the telephone to speak the characters or symbols.

70. The system of claim 66, further including a global positioning satellite receiver enabling the geographic location of the caller to be included as part of the supplemental information.

71. The system of claim 70, wherein the geographic location is automatically acquired in response to a code entered by the caller.

72. The system of claim 66, wherein the message is printed on a billboard, and the billboard is sufficiently distant from other billboards to ensure unique identification.

73. The system of claim 66, wherein the message is an advertisement.

74. The system of claim 66, wherein the telephone call is a cellular telephone call.

75. The system of claim 66, wherein the supplemental information includes the identity of the caller.

76. The system of claim 66, wherein the supplemental information includes at least a portion of the telephone number of the caller.

77. The system of claim 66, wherein the supplemental information includes the date or time of the communication.

78. The system of claim 66, wherein the current time forms part of the communication.

79. The system of claim 66, wherein the reply to the caller is provided during the telephone call.

80. The system of claim 66, wherein the caller is patched into the additional telephone call.

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81. The system of claim 66, wherein the communication is received in response to an automated prompt supplied to the caller.

82. A method of providing a telephone caller with additional information about a billboard advertisement, comprising the steps of:

including one or more numeric or alphanumeric characters or symbols on the billboard identifying the advertisement;

placing a telephone call including the characters or symbols;

deriving supplemental information relating to the telephone caller or the telephone call;

using the characters or symbols in conjunction with the supplemental information to formulate an appropriate reply; and

providing the reply to the caller.

83. The method of claim 82, wherein the telephone includes a keypad and the characters or symbols are entered using the keypad.

84. The method of claim 82, wherein the characters or symbols are spoken by the user of the telephone.

85. The method of claim 82, wherein the supplemental information includes the geographic location of the caller.

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86. The method of claim 82, wherein the geographic location is automatically acquired in response to a code entered by the caller.

87. The method of claim 82, wherein the billboard is sufficiently distant from other billboards to ensure unique identification.

88. The method of claim 82, wherein the telephone call is a cellular telephone call.

89. The method of claim 82, wherein the supplemental information includes the identity of the caller.

90. The method of claim 82, wherein the supplemental information includes at least a portion of the telephone number of the caller.

91. The method of claim 82, wherein the supplemental information includes the date or time of the communication.

92. The method of claim 91, wherein the current time forms part of the communication.

93. The method of claim 82, wherein the step of providing the reply to the caller occurs during the telephone call.

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94. The method of claim 82, wherein the caller is patched into the additional telephone call.
95. The method of claim 82, wherein the communication is received in response to an automated prompt supplied to the caller.